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Section 1
Fundamental Concepts and Theories

This section introduces this three-volume reference with an overview of recent developments in Hospitality, Travel, and Tourism. Tourism is not a new industry, but new advances and considerations are constantly being developed to improve the experiences of both tourists and travel agents. Some of the primary foundational concepts include branding and marketing, e-tourism, and entertainment, among others. In the opening 14 chapters of this extensive reference source, readers will obtain a clear understanding of the fundamental concepts and theories integral to the field of Hospitality, Travel, and Tourism.

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Managerial Impact

This section continues with chapters intended for managers, leaders, and decision makers in the field of Hospitality, Travel, and Tourism. The state of the global economy plays a particularly poignant role in the success of the tourism industry, so stakeholders must pay close attention to world events in planning for the future of their organizations. In particular, preserving cultural heritage, effective hotel management, and promoting knowledge transfer and quality control are key considerations in attracting consumers to visit a locale. This section’s 15 chapters examine the managerial impact of key topics in the field of Hospitality, Travel, and Tourism.

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This section looks to the future of Hospitality, Travel, and Tourism, with new technologies and strategies to assist both tourist and travel agent in meeting their goals. Competition in the tourism industry is fierce, and it takes more than new marketing strategies to draw a wide array of visitors. Some new ideas covered in this section include improved use of digital resources in marketing campaigns, engaging consumers through mixed reality, and marketing the culture and aesthetic of a place to increase demand. The final 14 chapters of this extensive three-volume reference conclude with a detailed look at emerging trends in the field of Hospitality, Travel, and Tourism.

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